



## **2018 SPONSORSHIP PACKAGE**



**connect.**

**convene.**

**inform.**

Canadian Society for Unconventional Resources (CSUR) is the voice of accurate scientific and technical information relating to exploration and development of Canada's unconventional hydrocarbon resources. CSUR's mission is to facilitate collaborative exchange among all stakeholders.

We are proud to recognize our sponsors from the 2017 CSUR events year. With their generous support, we have been able to successfully fulfill our mandate to provide affordable education to the unconventional industry. We are thankful for the support we have received to date and hope to continue our relationship for future years to come!

### Platinum Partners



### Gold Partners



### Silver Partners



### Bronze Partners



## Why CSUR?

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### **TECHNICALLY FOCUSED**

We are a fact-based organization with a deep understanding of all aspects related to exploration, development, and production of unconventional resources.

### **INCLUSIVE**

We have strong ties to the entire spectrum of interested stakeholders and interact and engage with them constantly. These groups are not just from industry. They are also from academia, governments, environmental groups, consulting firms and the public.

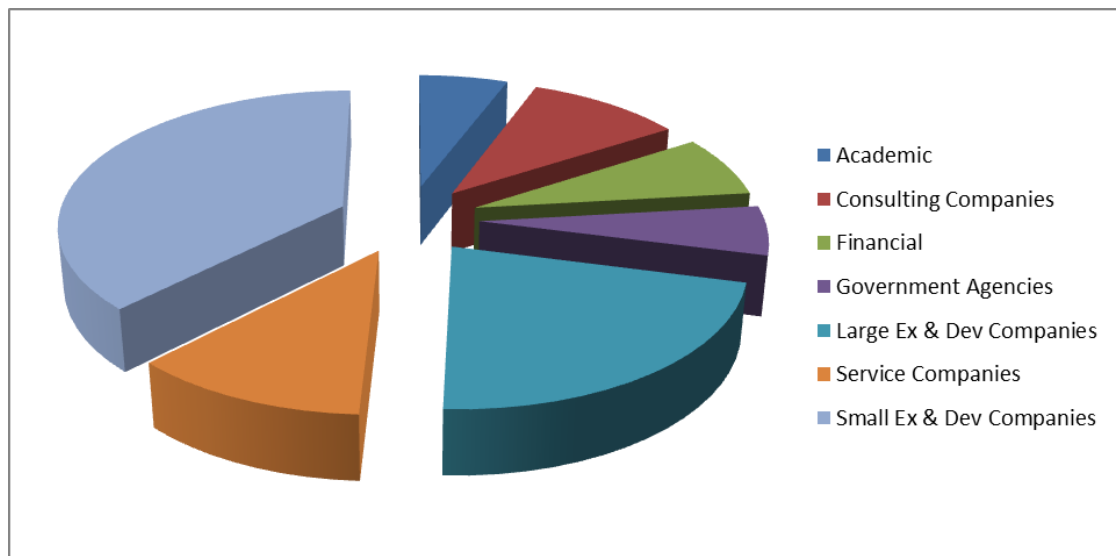
### **DIVERSE MEMBERSHIP**

We are a multi-disciplinary organization with a focus on bringing together the entire spectrum of technical as well as non-technical disciplines, including geologists, engineers, financial, land, environmental and executive roles. This diversity allows us to address a wide range of important issues.

## Membership

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2018 has seen a steady level of membership for CSUR with over 80-member companies. As you can see from the chart below, our membership consists of roughly 48% operators; 14% service companies; 14% academia; 10% consultants; 7% financial organizations; and 7% were from provincial and federal government departments.





# INVESTING IN CSUR

## Sponsorship

Sponsoring a CSUR event is accomplished by reviewing the table below and finding a level of sponsorship that suits your budget and requirements. We have four main tiers of investment per event: Platinum, Gold, Silver, and Bronze.

Contact us, and we will be happy to coordinate an in-person meeting to review each event sponsorship level opportunity in more detail. We are excited to discuss unique engagement opportunities that fit your budget and needs.

Event Sponsorship Value	Event Sponsor Advertising & Logo	Event Sponsor Professional Development*	Members' Only Technical Luncheon
\$5000+	<p>Large logo on website and associated event + Social Media activity.</p> <p>Company Logo and thank you attached to Attendee registration confirmation.</p> <p>Opportunity to introduce the key speaker.</p>	Receive 3 complimentary event registrations.	Large logo on website and ALL associated CSUR Technical Luncheon event + Social Media activity. Company Logo and thank you attached to Attendee registration confirmation.
\$2500 \$- \$4999	<p>Large logo on website and ALL associated CSUR event and Social Media activity.</p> <p>Company Logo and thank you attached to Attendee registration confirmation.</p> <p>Opportunity to introduce the key speaker.</p>	Receive 2 complimentary event registrations.	
\$1000 - \$2499	<p>Standard logo on website and Social Media activity for the event only</p>	Receive 1 complimentary event registrations.	
\$999 & Under	<p>Standard logo on website and Social Media activity associated event.</p> <p>Company Logo and thank you attached to Attendee registration confirmation.</p>		

*\*Professional Development includes workshops, advanced technology & core workshop; fall field trip and breakfast seminars.*

**NOTE: As per 4.2.3 of the APEGA Guideline, CSUR events qualify for APEGA PD hours under 'informal activity': 1 CPD credit per hour of attendance.**



## FALL 2018 EVENTS

DATE	EVENT	LOCATION	SPONSORSHIP
Friday, September 14, 2018	Fall Field Trip	Exshaw & Moose Mountain	<b>Canbriam</b>
Thursday, September 19, 2018	Technical Luncheon	Glenbow Museum	<b>Calfrac Well Services</b>
Friday, September 28, 2018	Market Intl Session 2	Calgary Petroleum Club Devonian Room	Govt of Alberta
Thursday, October 4, 2011	MONTNEY DAY - ALBERTA	Gulf Canada Square, 3 <sup>rd</sup> Floor Auditorium	ConocoPhillips (Room) NCS Reservoir Strategies
Wednesday, October 24 - Saturday, October 27, 2018	Banff 2018 International Induced Seismicity Workshop & Field Trip	Banff Park Lodge	
Thursday, November 1, 2018	Duvernay Workshop	Gulf Canada Square, 3 <sup>rd</sup> Floor Auditorium	ConocoPhillips (Room) NCS Reservoir Strategies
Friday, November 2, 2018	BC Government Update	Odd Fellows Building (Cenovus)	Cenovus (Room) <b>Canbriam</b>
Thursday, November 15, 2018	Advanced Technology & Core Workshop	AB Innovates & Core Research Lab, U of C	NCS Reservoir Strategies
Wednesday, November 21, 2018	Data Analytics Session 2 Technical Luncheon	Odd Fellows Building (Cenovus)	Cenovus (Room)
Thursday, November 22, 2018	Technical Luncheon	Glenbow Museum	<b>Calfrac Well Services</b>
Thursday, December 6, 2018	MONTNEY DAY - BRITISH COLUMBIA	Gulf Canada Square, 3 <sup>rd</sup> Floor Auditorium	ConocoPhillips (Room) <b>Canbriam</b> NCS Reservoir Strategies
Thursday, December 13, 2018	Technical Luncheon	Glenbow Museum	<b>Calfrac Well Services</b>



# RETURN ON INVESTMENT

## Personal Interaction

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CSUR has developed a global reputation for organizing, promoting, and conducting exceptional technical events related to unconventional resources. We have been doing this successfully for over 15 years now.

Our monthly members-only technical luncheons give our sponsor the opportunity to showcase their organization in front of our members at our nine luncheons over the entire year. Our event-specific workshops and seminars allow for networking opportunities throughout the entire event, in addition to a dedicated time slot to present information on your organization before the entire audience. CSUR will continually engage with our sponsor to ensure that your organization achieves maximum value from your sponsorship commitment.

## Exposure and Development

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CSUR provides our sponsors with a platform to foster real connections with potential partners and customers in the unconventional sector. As a sponsor, you have an excellent opportunity not only to support but also to interact with our broad-based membership. In 2017, CSUR collaborated extensively with our members and **produced 22 events which included over 1700 individual attendees in total, representing 150 different companies.**

CSUR provides a critical connection between education and industry. We strive to increase our members' knowledge as the industry continues to look to create innovative solutions for its many challenges. Be part of this exciting adventure!





## How to Become a Partner

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Please contact the Membership & Events Manager, Cynthia Lamont, if you require further information on the sponsorship tiers, the level of involvement, or have further questions about the Canadian Society for Unconventional Resources. You can also find us on the web at [www.csur.com](http://www.csur.com).

Cynthia Lamont  
Membership + Events  
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Thank you for your consideration!

Dan Allan  
President & CEO  
CSUR

Cynthia J Lamont  
Membership & Events  
CSUR